

# 2011 Neighborhood Analysis

City of Eugene  
Neighborhood Services



[www.eugene-or.gov/neighborhoods](http://www.eugene-or.gov/neighborhoods)



# Acknowledgements

## Staff Team

Lorna Flormoe	Neighborhood Planner - City Manager's Office, Neighborhood Services
Sarah Zaleski	GIS Technician - Planning and Development Department, Community Development Division
Menina Newman	Intern - City Manager's Office, Neighborhood Services
Michael Wisth	Community Programs Analyst - Planning and Development Department, Community Development Division
Shawna Adams	Grants Analyst - Planning and Development Department, Community Development Division

## Other Contributors

University of Oregon Community Planning Workshop (CPW)  
Various City of Eugene Neighborhood Leaders and Associations



## Welcome to the City of Eugene's 2011 Neighborhood Analysis!

The City of Eugene's 2011 Neighborhood Analysis uses data to tell the story of our community. While the story told is a partial one, with a focus on quantitative information, it offers a valuable window into the current state and character of the city and Eugene neighborhoods.

The City of Eugene recognizes that effective community work comes from a good understanding of the people and places being served. The purpose of the 2011 Neighborhood Analysis is to provide City staff, neighborhood, and community organizations a resource with neighborhood level data that can help inform their work. The themes and data presented in the Neighborhood Analysis have been selected with this in mind and reflect the best existing data available to the City. While the Neighborhood Analysis provides only a snapshot, we believe it provides a useful starting place for users to build on.

The information in the Neighborhood Analysis can be used as a tool to help support our work in the community and neighborhoods in many ways. For example, it can be used to: identify needs and priorities for planning and future action; inform outreach efforts to broaden neighborhood involvement; compare a neighborhood with other neighborhoods or the city as a whole; clarify neighborhood issues or gather support for a particular issue; gather data for grants or other applications; and generate important questions or considerations that might lay the foundation for surveys or further data analysis.

The 2011 Neighborhood Analysis is one of several efforts the City has recently undertaken to make existing data more accessible and usable. Recognizing that the need for a neighborhood data resource could not be met simply by updating the existing neighborhood analysis documents, City of Eugene Neighborhood Services partnered with the University of Oregon Community Planning Workshop to work with City staff, and community and neighborhood leaders to help determine what data to include and how to present it in the most useful way. Interviews and surveys indicated that additional information concerning neighborhood amenities, streetscapes and infrastructure, alternative transportation, crime, and demographics was desired and that comparability between neighborhoods and the city as a whole was essential. Respondents also indicated that they would appreciate graphics and visual display of the data (charts, graphs, maps) along with more explanatory text and analysis to accompany the data. You will see these changes reflected in this document.

The 2011 Neighborhood Analysis is organized so that users can find consolidated information about a particular neighborhood in a neighborhood chapter. A city-wide chapter and an appendix are also included. The sections within each chapter are organized by theme: People, Homes, Economic Vitality, Transportation, Land Uses and Zoning, and Safety. The organization of the sections and their contents

are identical for each chapter, except in four respects: 1) due to data limitations, several data sets are absent in the West Eugene Community and Industrial Corridor Community neighborhoods; 2) disability related population data is only available for the city-wide chapter; 3) the Cal Young Neighborhood Association, Goodpasture Island Neighbors, and the Northeast Neighbors crime data is calls for service, versus crimes reported in other chapters; and 4) the River Road Community Organization and Santa Clara Community Organization chapters have addendums for data on property in city limits. See the Appendix or these specific chapters for more information.

The majority of data presented in the Neighborhood Analysis comes from the U.S. Census Bureau Census 2010 decennial census population and housing counts (Census 2010) and the U.S. Census Bureau, American Community Survey 2005-09 5-Year Estimates (ACS 2005-09). The Analysis also relies on local, existing City of Eugene and Regional Geographic Information System data sources, City of Eugene Police Department, and the U.S. Census Bureau, American Community Survey 2010 1-Year Estimates (ACS 2010).

As is the case with any data, care must be taken in how the information is used, particularly when it represents a relatively small population within a geographic area. For instance, many of the data indicators in the Neighborhood Analysis are based on the ACS 2005-09 census estimates that have been determined based on a sample of the population for each census block group. While this is the best data for economic, population and housing characteristics available, it is important to understand that the data provided is an estimate rather than a precise measure. Moreover, while the data presented in the 2011 Neighborhood Analysis has been collected so that individual neighborhoods can be compared with each other and the city as a whole, it is not comparable with the data included in the 1990 and 2010 analyses as the boundaries and methodology for collecting census data have changed over time.

Users can find which data source is used for a particular data indicator by looking at the references included at the bottom of each map, chart, or graph. Detailed information about the data sources, data indicators, boundaries, definitions, margins of error, alternative data sources, nuances discussed above, and other relevant background information is provided in the Appendix to the 2011 Neighborhood Analysis.

We are pleased to present the City of Eugene's 2011 Neighborhood Analysis as a shared resource for City staff, and neighborhood and community organizations. We hope you will find it useful in serving the people and places that make up Eugene.

## 2011 Neighborhood Analysis

# Friendly Area Neighbors

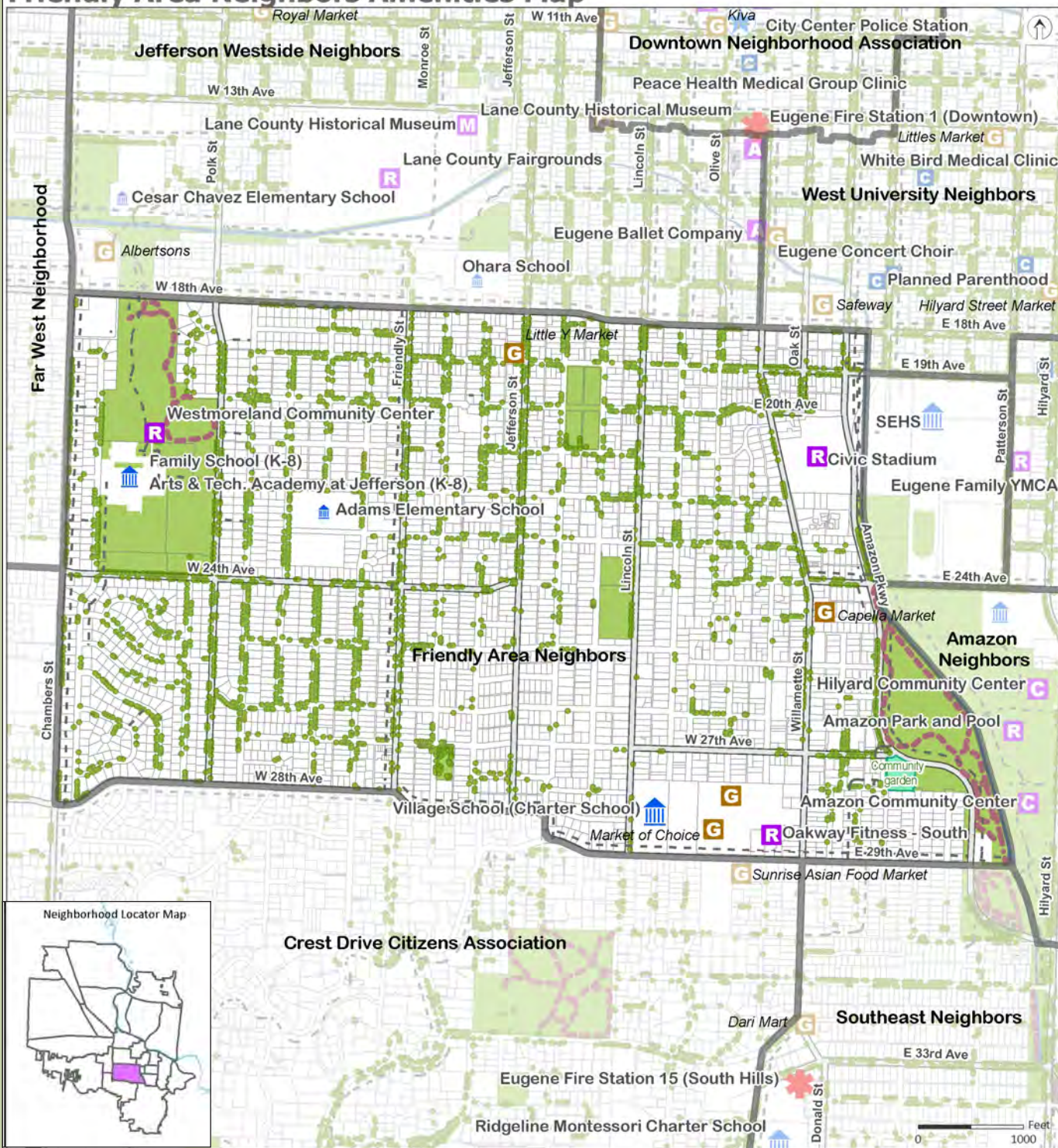
Friendly Area Neighbors







## Friendly Area Neighbors Amenities Map



December 6, 2011

Information represents currently mapped data.

Caution: This map is based on imprecise source data, subject to change and for general reference only.

Data sources: City of Eugene & Regional GIS; Grocery Stores: InfoGroup/Government Division; www.infoUSAgov.com





# People

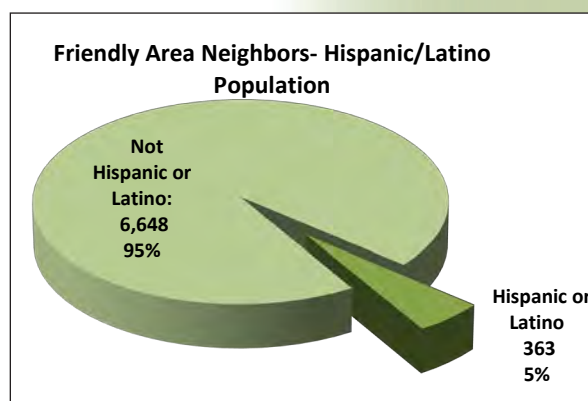
The Friendly Area Neighbors neighborhood is a vibrant neighborhood of **7,011** people located in south-central Eugene. This section of the neighborhood profile looks at the characteristics of the people living within the Friendly Area Neighbors neighborhood related to race, ethnicity, age, gender, veteran status and education.

## Race and Ethnicity

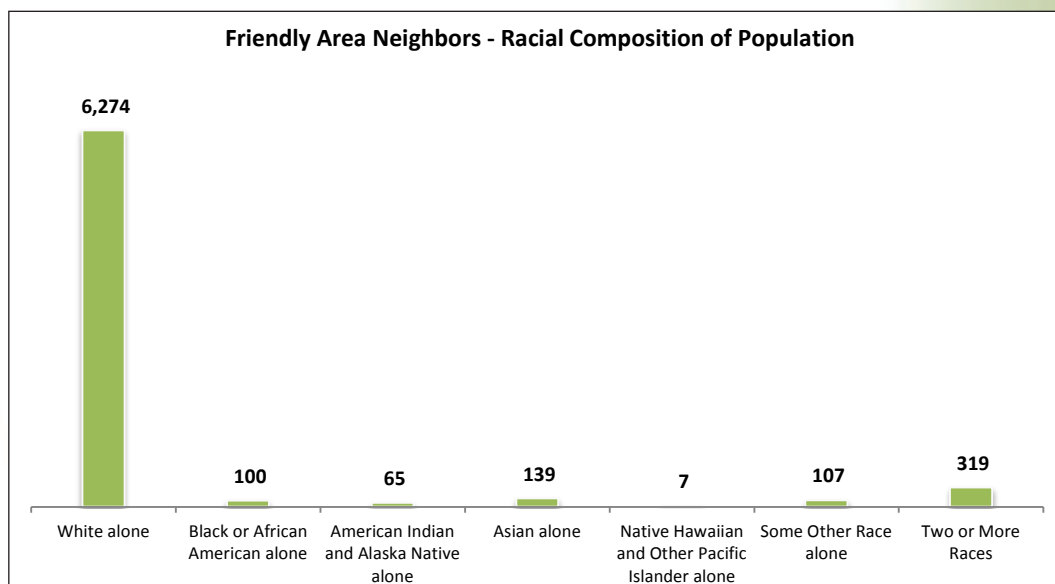
Neighborhoods are comprised of many people with unique histories, backgrounds, culture, and stories. Understanding racial and ethnic diversity within our neighborhoods is also important to understanding and connecting with our neighbors.

The U.S. Census Bureau recognizes racial identity and ethnic identity as distinct characteristics. For ethnicity, the census groups all respondents into one of two categories, which are “Hispanic or Latino” and “Not Hispanic or Latino”. For race, the categories included in the census questionnaire generally reflect a social definition of race recognized in this country, and are not an attempt to define race biologically, anthropologically, or genetically. People may choose to report more than one race to indicate their racial mixture, such as “American Indian” and “White.” Understanding racial and ethnic diversity in our neighborhood is important for understanding our neighbors and ensuring shared and accessible neighborhood amenities.

How does racial and ethnic diversity in our neighborhood compare with the racial and ethnic diversity of the neighbors we know? How can we connect with people of different races and ethnicities in our neighborhood?



Data source: U.S. Census Bureau, Census 2010 Redistricting Data SF (PL94-171)



Data source: U.S. Census Bureau, Census 2010 Redistricting Data SF (PL94-171)



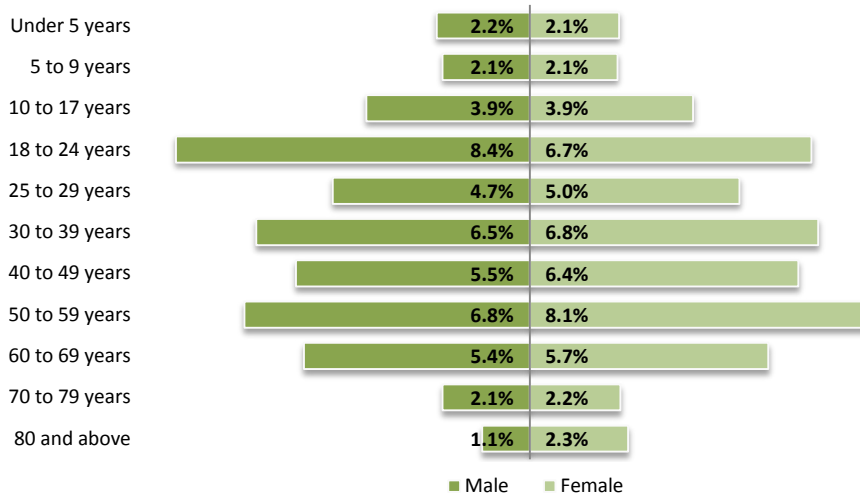
## Age and Gender

Understanding age and gender within our neighborhoods is important to further understand our neighbor's needs. Needs and lifestyles often change throughout the course of one's life. By understanding the diversity of our neighbors' age and gender, we can work to ensure our neighborhoods provide appropriate services for men and women, the young and elderly, and everyone in between.

Data on the age of the person in complete years is recorded at the time of the 2010 Census interview. Both age and date of birth are used in combination to calculate the most accurate age at the time. In the graph below, age is shown along with gender to offer a snapshot of the age related to gender within our neighborhood. How might this affect our neighborhood? What does our neighborhood offer people of different ages? What challenges or opportunities does our gender/age mix provide?



Friendly Area Neighbors - Gender & Age Distribution



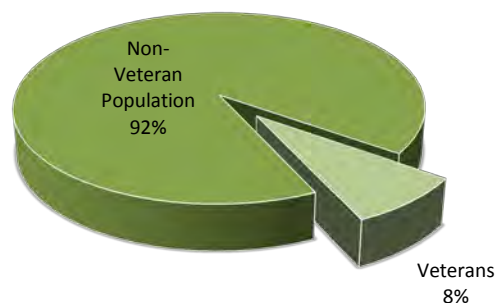
Data source: U.S. Census Bureau, Census 2010, Table P12

## Veterans

Veterans are men and women who have served (even for a short time), but are not currently serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or Reserves are classified as veterans only if they were ever called or ordered to active duty, not counting the 4-6 months for initial training or yearly summer camps. While it is possible for 17 year olds to be veterans of the Armed Forces, census data is restricted to the population 18 years and older.

Understanding the number of veterans is important for determining housing needs and services within the neighborhood. What challenges and opportunities does our neighborhood present for veterans entering civilian life?

Friendly Area Neighbors - Veterans

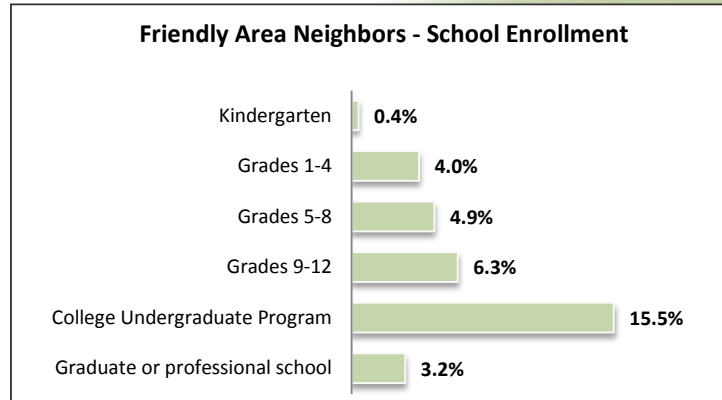


Data source: U.S. Census Bureau, ACS 2005-09, Table B21001



## School Enrollment

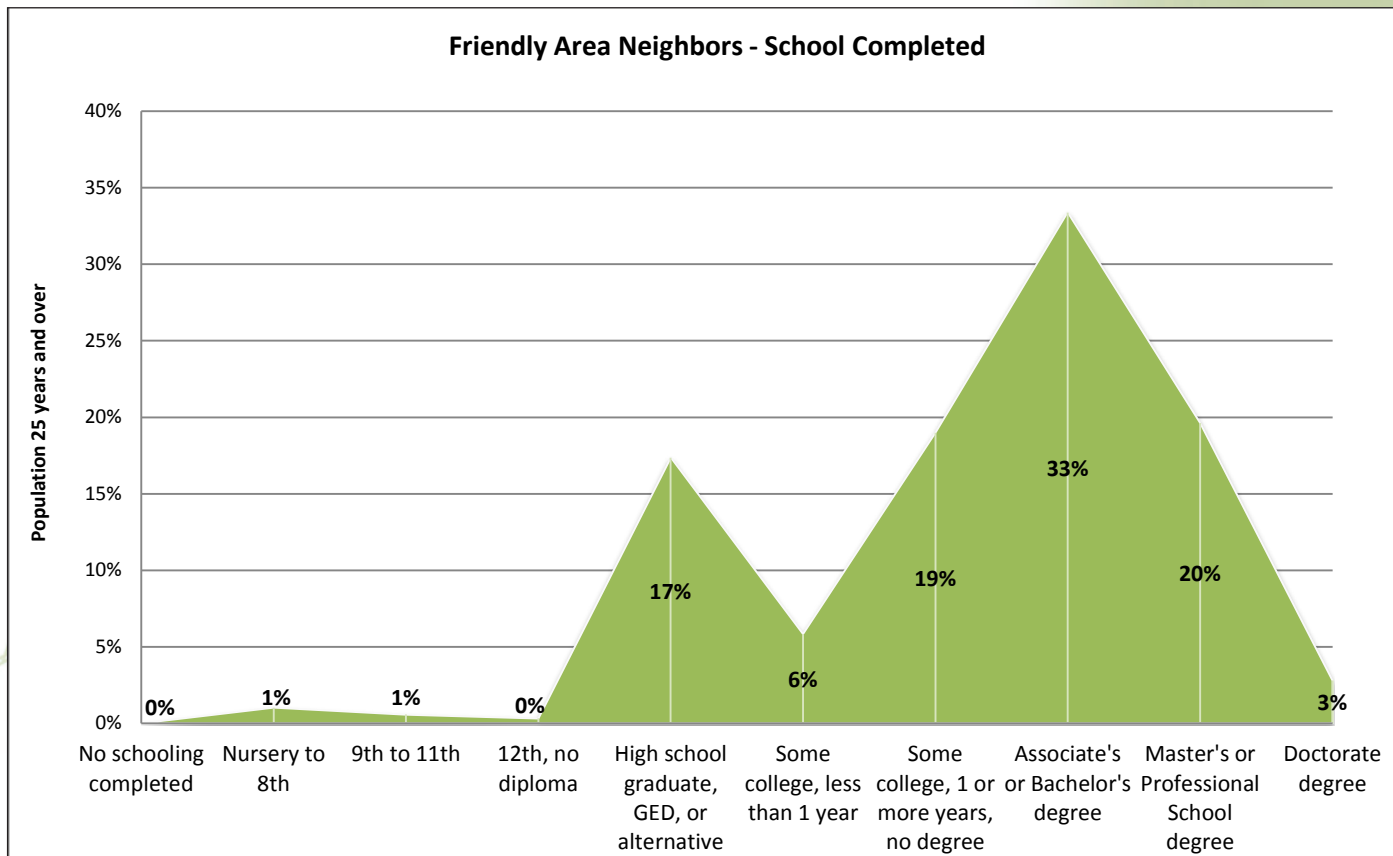
School enrollment captures the individuals who report being enrolled in a school. A school is considered an educational institution which advances a person towards an elementary school certificate, high school diploma, or college, university, or professional school (such as law or medicine) degree. A significant portion of our neighborhood is enrolled in school at any given time and schools are important assets in our neighborhood. What does school enrollment tell us about the needs and lifestyles of neighbors? What opportunities exist in our neighborhood for collaboration with educational institutions?



Data source: U.S. Census Bureau, ACS 2005-09, Table 14002

## Educational Attainment

Educational attainment refers to the highest level of education that an individual has completed. This is distinct from the level of schooling that an individual is attending. Educational attainment is often correlated with economic prosperity and because of this, can offer a glimpse into the neighborhood's current and future housing and development needs. In what ways might educational attainment influence the priorities and needs of neighborhood residents?



Data source: U.S. Census Bureau, ACS 2005-09, Table 15002







# Homes

Housing is one of the most identifiable characteristics of a neighborhood. Different elements related to housing, such as the renter/owner mix, housing age and household characteristics play crucial roles in how we define our neighborhoods. Friendly

Area Neighbors has **3,340** housing units. The majority of the neighborhood's 7,011 residents live in the 3,195 of these housing units that are occupied, and the remaining 28 residents are living in group quarters.

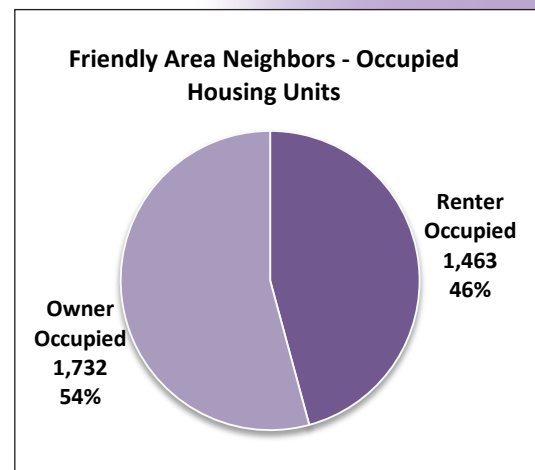


## Renter and Owner Homes

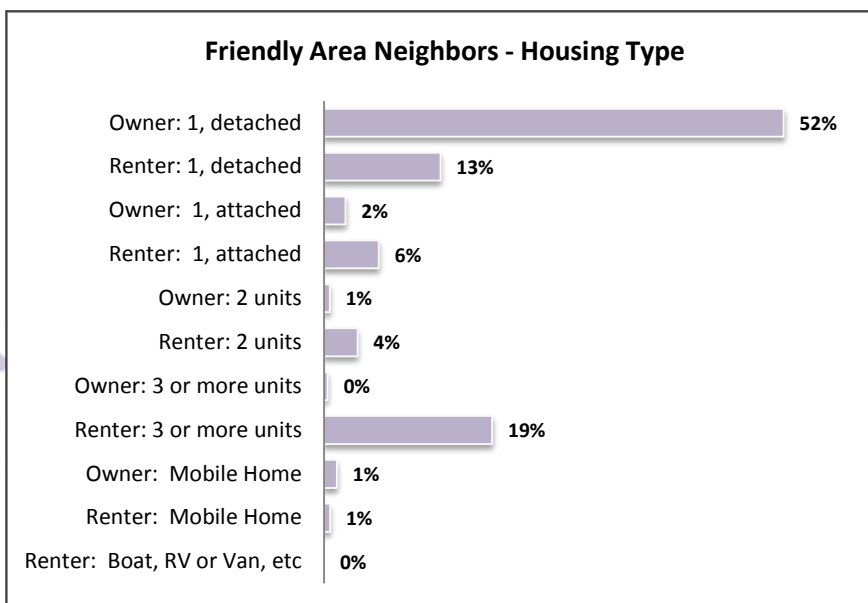
All neighborhoods in Eugene have a mix of both rental and owner-occupied housing. Understanding this mix within neighborhoods offers insight into the economic and social fabric of a neighborhood.

A housing unit is owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for. All occupied housing units which are not owner-occupied, whether they are rented or occupied without payment of rent, are classified as renter-occupied.

The chart below displays the percentage of owners and renters in the neighborhood in relation to the types of housing in which they live. What types of housing units are most prevalent in our neighborhood? How might different housing types reflect differing needs and circumstances of neighborhood residents? How does the mix of housing affect the character of the neighborhood?



Data source: U.S. Census Bureau, Census 2010, Table H4 Tenure



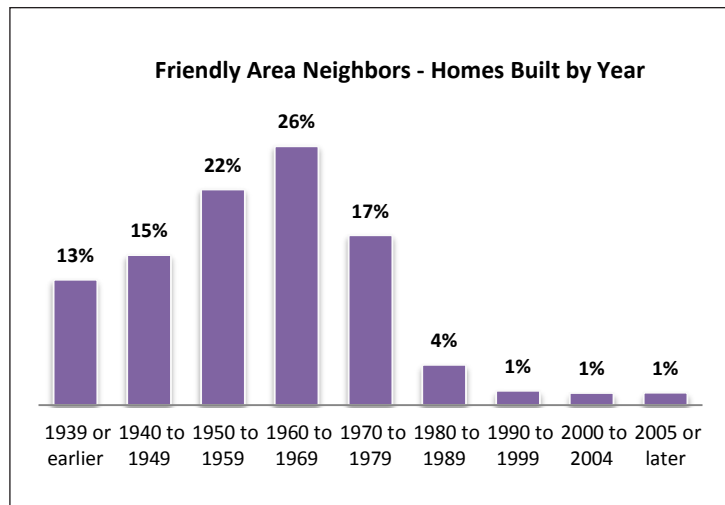
Data source: U.S. Census Bureau, ACS 2005-09 Table B25032

The chart data are presented for the number of housing units in structures of specified type and size, not for the number of residential buildings.



## Age of Housing

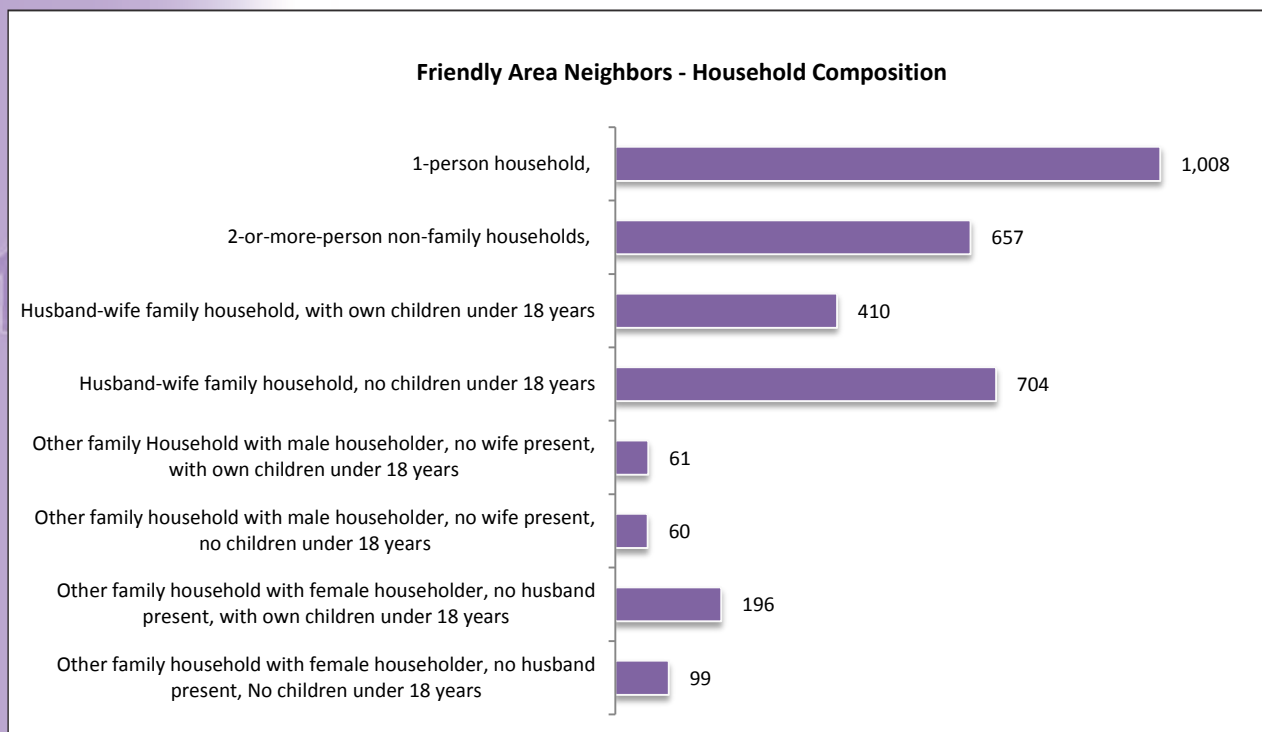
Knowing the age of housing helps identify new housing construction and investment within our neighborhood and also measures the disappearance of old housing. This data also helps in the development of formulas to determine substandard housing and provide assistance in forecasting future services, such as energy consumption and fire protection. What does our neighborhood's mix of housing ages reveal about the past, present, and future of our neighborhood?



Data source: U.S. Census Bureau, ACS 2005-09 Table B25034

## Households in our Neighborhood

The composition of the households within our neighborhood helps us to understand our neighbors and how housing is used within our neighborhood. For the census, the number of households corresponds with the neighborhood's 3,195 occupied housing units. One person in each household is designated as the householder. In most cases, this is the person, or one of the people, in whose name the home is owned, being bought, or rented. Households are classified by type according to the gender of the householder and the presence of relatives. Two types of householders are distinguished: a family householder and a non-family householder. A non-family householder is a householder living alone or with nonrelatives only. A family householder is a householder living with one or more individuals related by birth, marriage, or adoption. Traditionally, census surveys do not report same-sex married couples as a family household. What circumstances influence household composition? In what ways might the composition of a household change over time?



Data source: U.S. Census Bureau, Census 2010, Table P19



# Economic Vitality

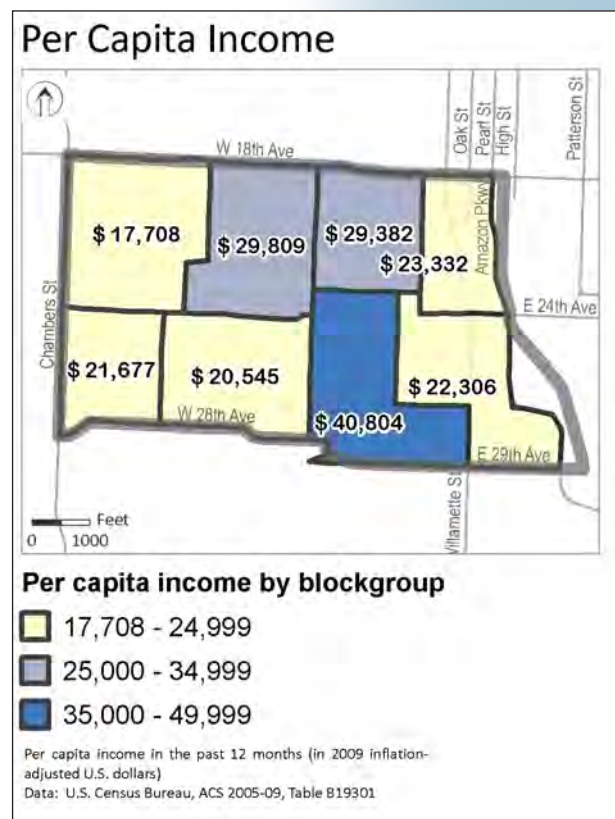
Economic vitality within our neighborhood can be understood in different ways. How much people earn, the number of people living in poverty, and how much people spend on housing are very important to neighborhood resiliency, growth and the long-term health of our neighborhood.

Income is one of the most commonly used measures of economic well-being for individuals and communities. For the census, income includes a person's salary and wages, along with interest, dividends, and other income sources. These sources include periodic income such as unemployment compensation or regular contributions from family members. The three income maps shown here display how income varies within our neighborhood by considering income for individuals (per capita), for households, and for families. Each of these maps has limitations, but provides unique insights into the economic well-being of neighborhood residents. Together, they create a picture of economic vitality, and how it varies within our neighborhood. Per capita income provides a useful way to compare income between geographic areas by identifying the average income for all of the residents within an area. As a measure of economic well-being, it does not take into account how individual incomes vary within a population. It also does not take into account the saving involved when people share households and resources. In contrast, median household income and median family income can help demonstrate this shared savings.

The data collected by the census uses geographic areas that have different boundaries than Eugene neighborhood association boundaries. The maps used in this analysis display data for all census block groups that intersect with the neighborhood boundaries. While this is not precise and gives numerous values for the neighborhood, it is useful in understanding how incomes may vary geographically within the neighborhood.

## Per Capita Income

Per capita income is the average income of individuals within a population. The census calculates per capita income by summing the incomes reported for all people 15 years old and over, and dividing this total by the population of each block group. Since it is an average of everyone's incomes, it can be skewed by a few people with very high or very low incomes. Per capita income is a good measure of the concentration of income in a geographic area.

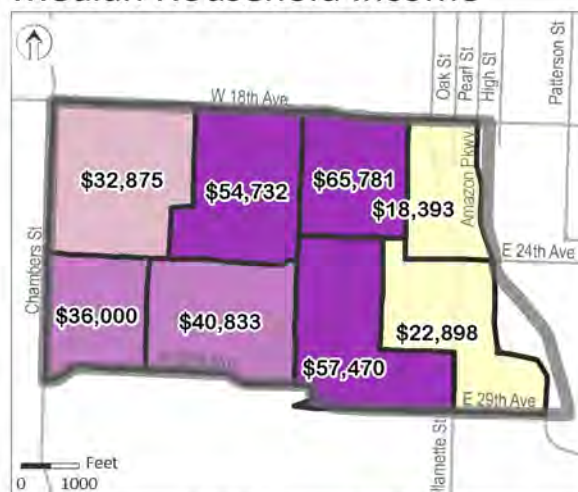




## Median Household Income

Median household income is a measure of the income of the householder and all household members 15 years old or older, whether they are related to the householder or not. If the household incomes within the neighborhood were listed from smallest to highest, the median household income would be the one that falls directly in the middle of the list. This method of deriving household income creates a snapshot of household incomes within the neighborhood that is not strongly skewed by households with very high or very low incomes. Since many households consist of only one person, median household income is usually less than median family income. Medium household income offers a view of what people near the middle of the neighborhood's wage scale are earning.

### Median Household Income



#### Median household income by blockgroup



Median household income in the past 12 months (in 2009 inflation-adjusted U.S. dollars)

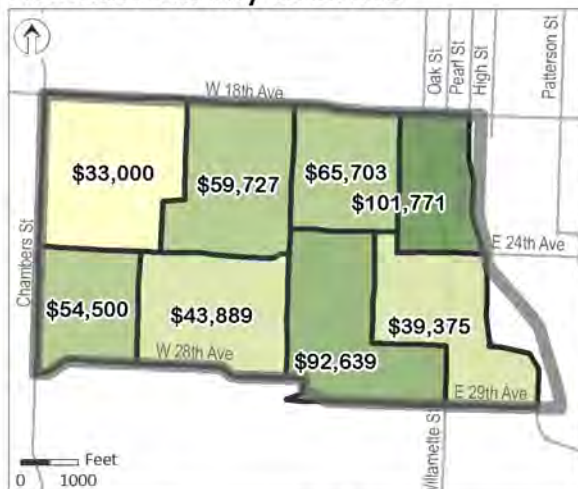
Data: U.S. Census Bureau, ACS 2005-09, Table B19013

## Median Family Income

Median family income is a measure of the income of people living in family households. In compiling median family income, the incomes of the householder and all household members 15 years old and older related to the householder are summed and treated as a single amount. Median family income also provides a view of how income varies in our neighborhood that is not strongly skewed by very high or very low incomes. Capturing family income also removes single-person households from the equation, giving a better view of what families are earning. Since individuals are omitted, family incomes tend to be a little higher.

Are there lower and higher income areas within our neighborhood? In what ways might income influence the priorities and lifestyles of neighborhood residents?

### Median Family Income



#### Median family income by blockgroup



Median Family Income in the past 12 months (in 2009 inflation-adjusted U.S. dollars)

Data: U.S. Census Bureau, ACS 2005-09, Table B19113

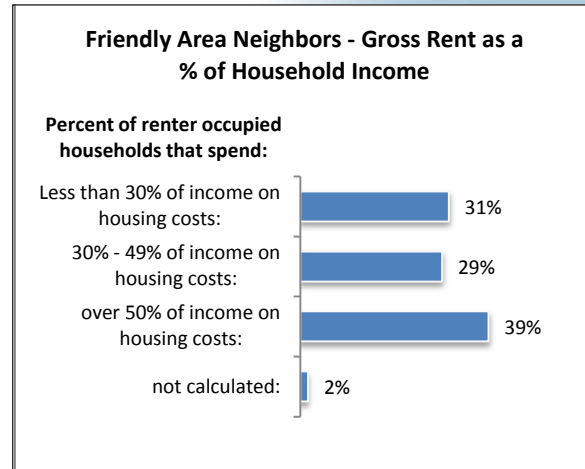


## Cost of Housing

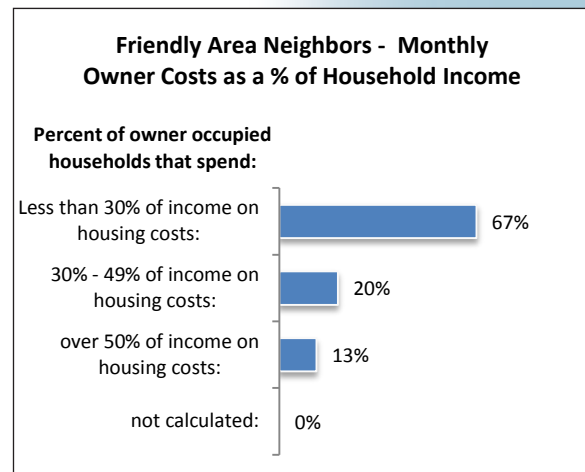
Monthly housing costs as a percentage of household income provide information on the cost of monthly housing expenses for both owner and renter households. The information offers an excellent measure of housing affordability and excessive housing costs.

Households, both owner and renter, experiencing housing costs of 30% of income or greater are considered to experience a housing cost burden. If a household is spending 50% or greater on housing costs, they are considered to be experiencing a severe housing cost burden. In the Friendly Area Neighbors neighborhood, **1,409** households experienced some degree of housing cost burden.

Understanding housing cost burden is important to understanding the economic stability of residents within a neighborhood and for developing solutions that may help to lower a households cost burden.



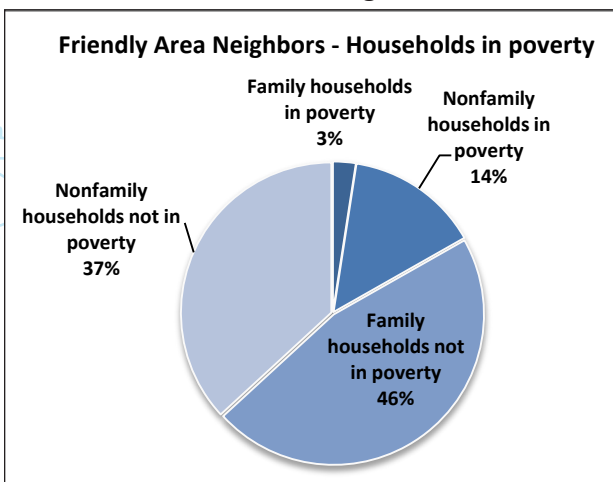
Data source: U.S. Census Bureau, ACS 2005-09, Table B25070



Data source: U.S. Census Bureau, ACS 2005-09, Table B25091

## Individuals and Families in Poverty

Poverty within our neighborhoods is an issue which sheds light on the most pressing needs of our neighbors. High levels of poverty within our neighborhoods also have significant impacts on the long-term development, maintenance and sustainability of our neighborhood fabric. Understanding poverty is important in order to address its causes and the effects it has on our neighborhoods.

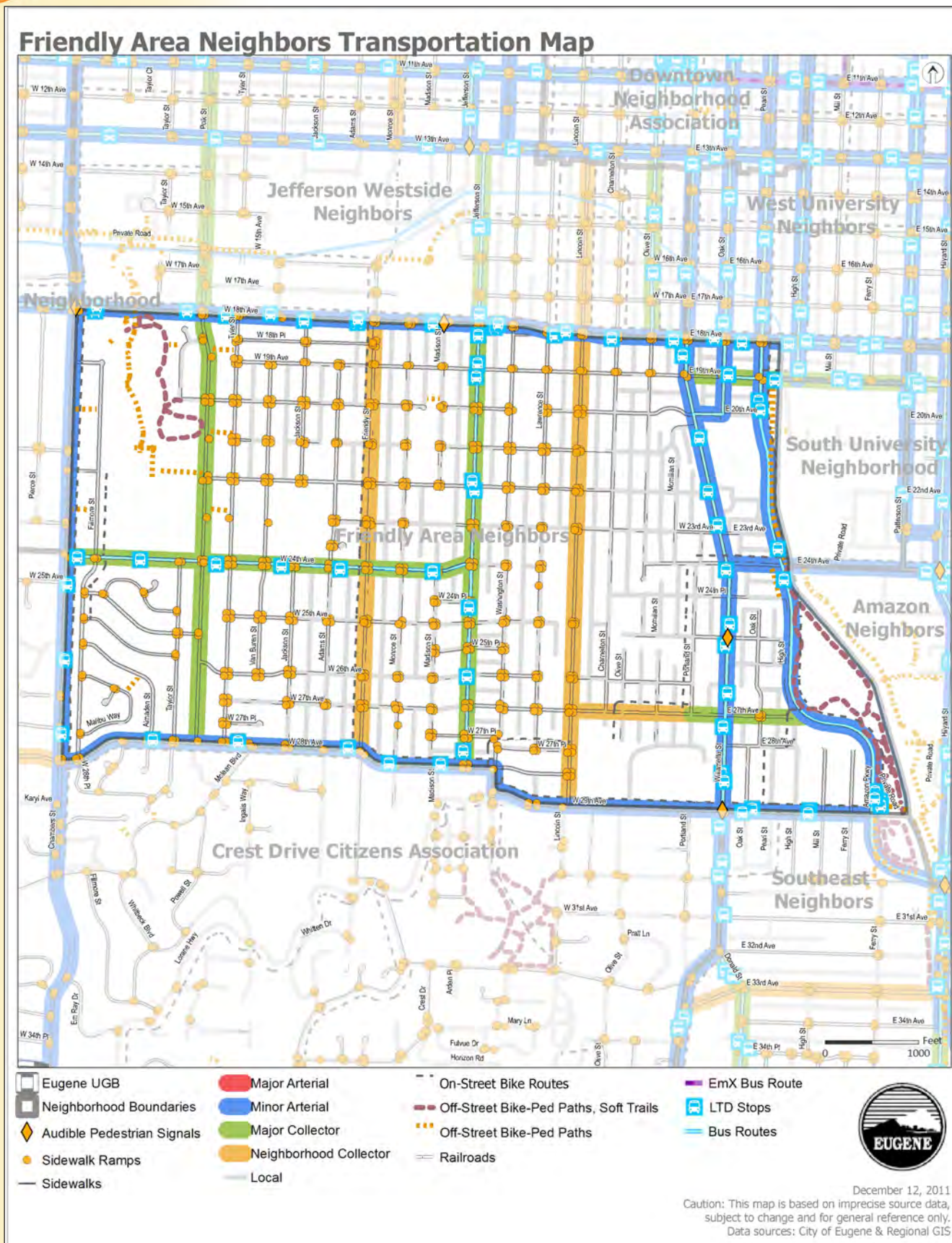


Data source: U.S. Census Bureau, ACS 2005-09, Table B17017

To determine the poverty status of families and unrelated individuals, the Census Bureau uses income cutoffs. These are determined by family size from one person to nine or more people. The national poverty level varies by the size of the household and is updated annually. For 2011, the poverty level for an individual was an annual income of \$10,890 or less. For a family of four, the poverty level was an annual income of \$22,350 or less.

In the Friendly Area Neighbors neighborhood, a total of **495** households experienced at least twelve months of poverty from 2005-2009. How does poverty affect the neighborhood as a whole? How does it compare to other neighborhoods in Eugene?





# Transportation

How we use transportation is important to our quality of life and the quality of our neighborhood. How we commute to work and how long it takes speaks to many neighborhood development issues such as street size, parking, the location of employment and the safety of our streets.

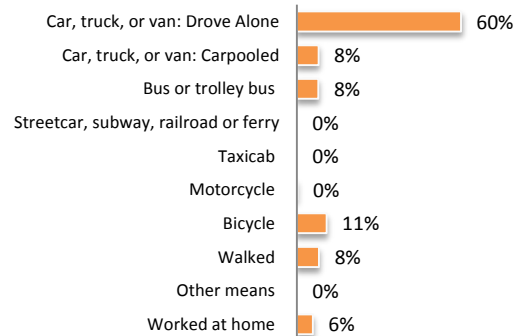
## Commute to Work

Commute to work refers to the principal mode of travel that the worker usually used to get from home to work.

People who used different means of transportation on different days of the week were asked to specify the one they used most often, that is, the greatest number of days. This data may show workers using modes of public transportation that are not available in those areas (for example, subway or elevated riders in a metropolitan area where there is no subway or elevated service). This result is largely due to people who worked during the week at a location that was different from their usual place of work (such as people away from home on business in an area where subway service was available). What factors influence commute choices in our neighborhood?



**Friendly Area Neighbors - Type of Commute to Work**

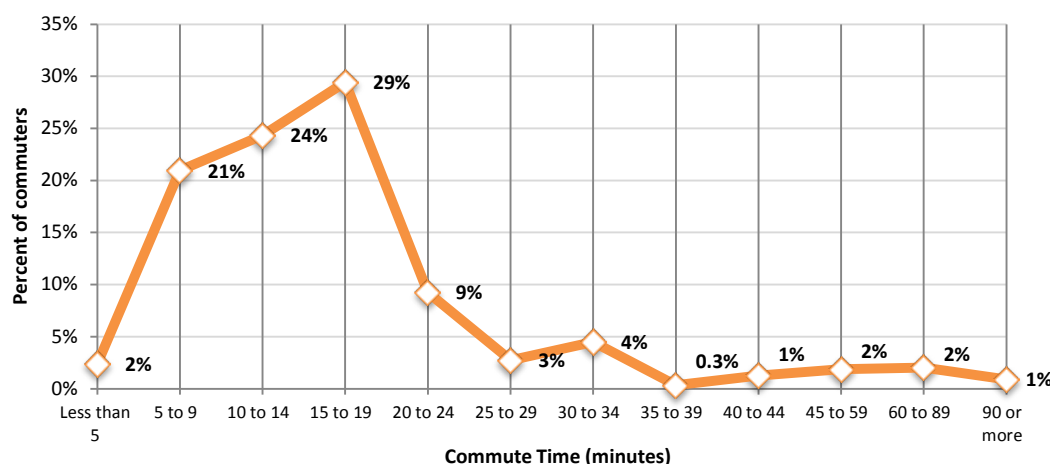


Data source: U.S. Census Bureau, ACS 2005-09, Table B08301

## Commute to Work Time

Commute to work time data displays the number of people who commute from the home and how long their trip to work lasts. These times include the total trip, waiting for a bus and picking up passengers in a carpool are included in the total time. How do commute to work trends in our neighborhood differ from other neighborhoods in Eugene?

**Friendly Area Neighbors - Travel Time to Work**

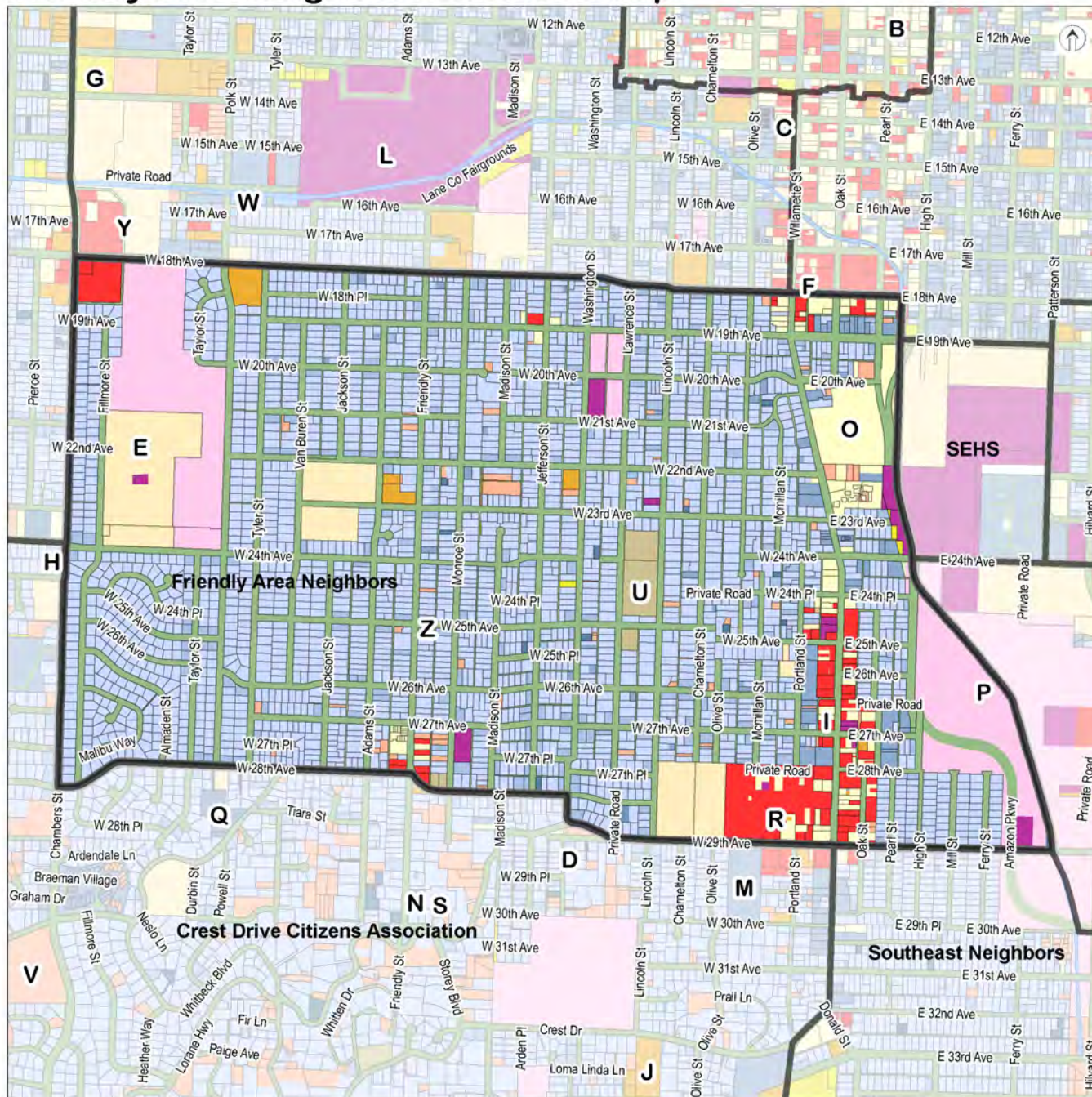


Data source: U.S. Census Bureau, ACS 2005-09, Table B08303





## Friendly Area Neighbors Land Use Map



- |                           |                               |                         |                      |                           |
|---------------------------|-------------------------------|-------------------------|----------------------|---------------------------|
| ■ Neighborhood Boundaries | ■ Communication, C            | ■ Mobile Home - park, K | ■ Wholesale Trade, H | ■ Alley, Walks & Bikes, Y |
| □ Taxlots                 | ■ Residential - single, S     | ■ Educational, E        | ■ Parks, P           | ■ RoadsZ                  |
| ■ Agriculture, A          | ■ Residential - duplex, D     | ■ Religious, J          | ■ Water, W           | ■ Railroad, B             |
| ■ Timber, T               | ■ Residential - multi, M      | ■ General Services, O   | ■ Recreation, L      |                           |
| ■ Industrial, I           | ■ Residential - group, Q      | ■ Government, G         | ■ Vacant, V          |                           |
| ■ Utilities, U            | ■ Mobile Home - single lot, N | ■ Retail Trade, R       | ■ Transportation, F  |                           |

0 500 Feet



October 14, 2011.  
This map best read in color. A colored map is available in the online version on your neighborhood association webpage.  
Caution: This map is based on imprecise source data, subject to change and for general reference only. Data sources: City of Eugene & Regional GIS



# Land Use & Zoning

The character and future development of our neighborhoods are greatly affected by the land use and zoning decisions that influence different kinds of development. Zoning and land use have a strong influence on our neighborhood's sense of place and establish a blueprint for future changes.

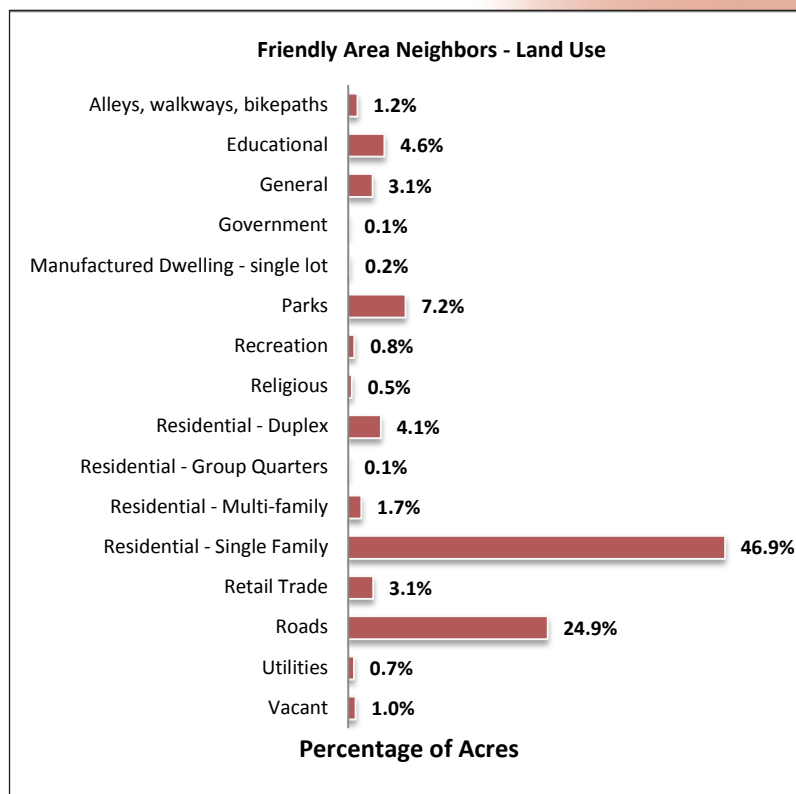
The Friendly Area Neighbors neighborhood has a total of **901** acres.

## Land Use

Neighborhoods are often defined by how land within them is currently being used. This means not only residential, commercial and industrial uses, but also roads, religious and recreational uses.

The graph to the right displays how the neighborhood is divided into different land uses. Does this differ from your assumptions about land use in the neighborhood?

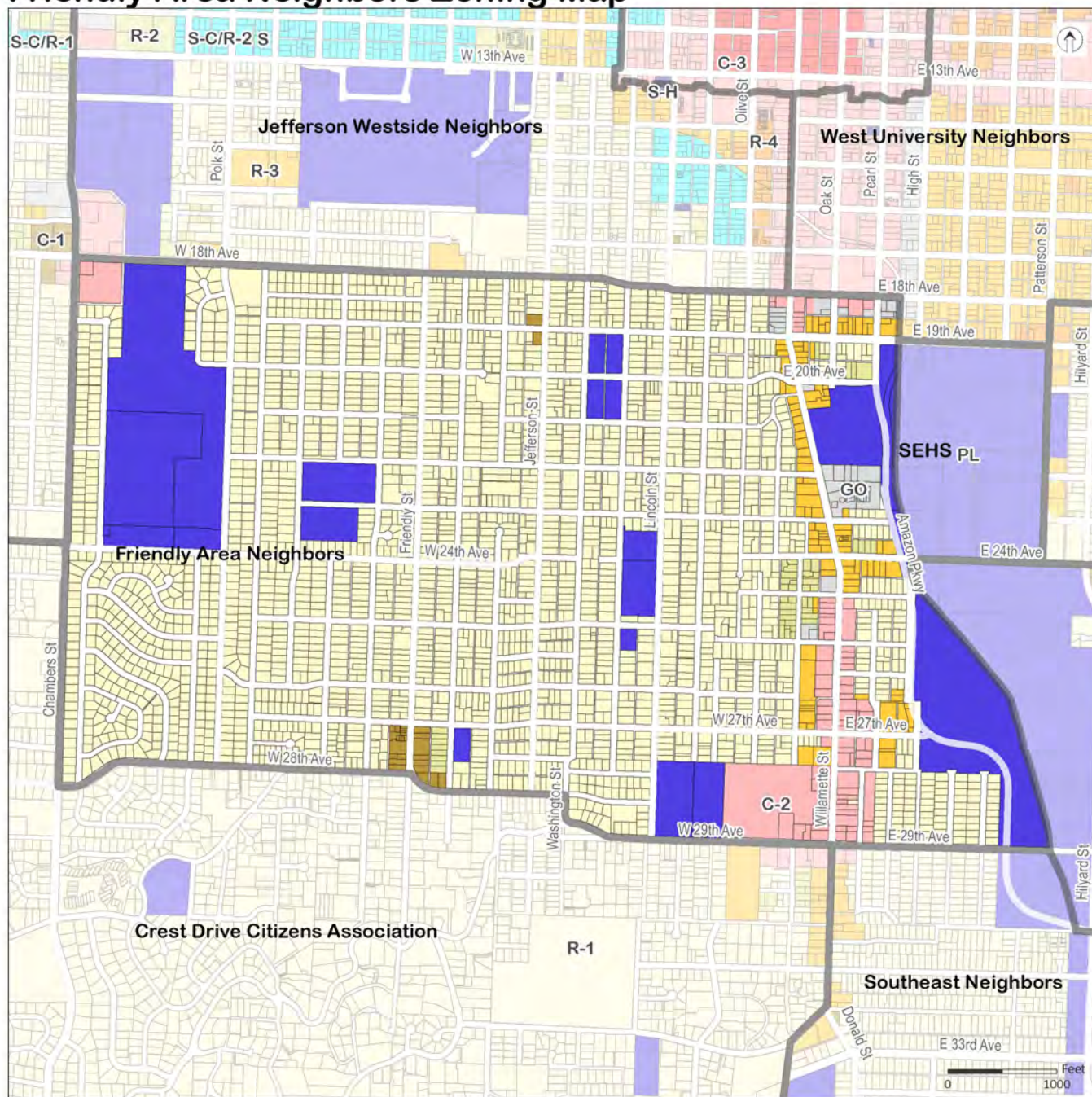
The map on the left displays how land is currently being used within Friendly Area Neighbors. How does the use of land in the neighborhood affect character and livability?



Data source: City of Eugene & Regional GIS, October 2011



## Friendly Area Neighbors Zoning Map



Eugene UGB	<b>Zoning</b>	Campus Industrial, I-1	Medium Density Residential, R-2
Neighborhood Boundaries	Agricultural, AG	Light Medium Industrial, I-2	Limited High Density Residential, R-3
Taxlots	Neighborhood Commercial, C-1	Heavy Industrial, I-3	High Density Residential, R-4
	Community Commercial, C-2	Natural Resource, NR	Special Area - Historic, S-H
	Major Commercial, C-3	Public Land, PL	Special Area Zone, S
	Commercial Industrial, C-4	Low Density Residential, R-1	
	General Office, GO	Rowhouse, R-1.5	



Map 10/10/11. Zoning data as of 10/3/11. This map best read in color. A colored map is available in the online version on your neighborhood association web page.  
Caution: This map is based on imprecise source data, subject to change and for general reference only. Data sources: City of Eugene & Regional GIS

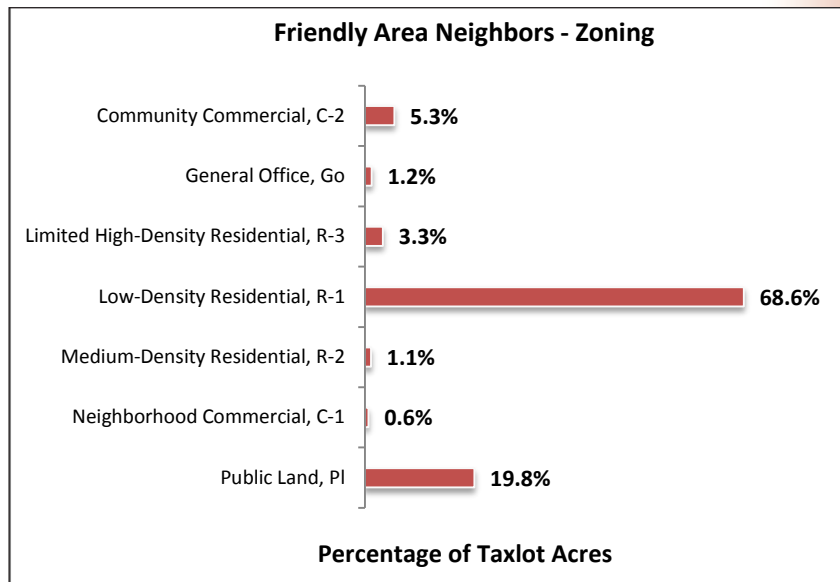




## Zoning

How a neighborhood is zoned determines not only how land is currently being used but how the land will be used in the future. Understanding how zoning influences our neighborhoods is important to helping us create a sense of place that fits neighborhood needs.

The graph below displays current zoning within the Friendly Area Neighbors neighborhood. How does this help to explain current land uses? How might current zoning affect the physical nature of our neighborhood in the future?



Data source City of Eugene & Regional GIS, October 2011



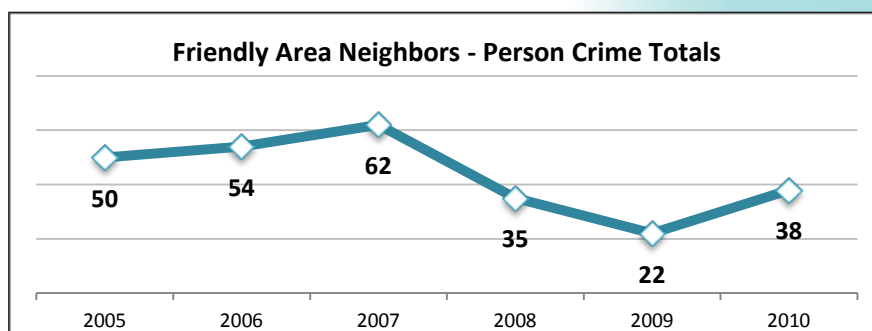
# Safety

Neighborhood safety is a vital element of a healthy and sustainable neighborhood. Crimes within our neighborhoods are often indicative of many other elements including housing quality, economic vitality and accessible amenities. The data below from the City of Eugene Police Department offers a snapshot of different types of crime in the Friendly Area Neighbors neighborhood over the past five years and includes only Eugene Police data.



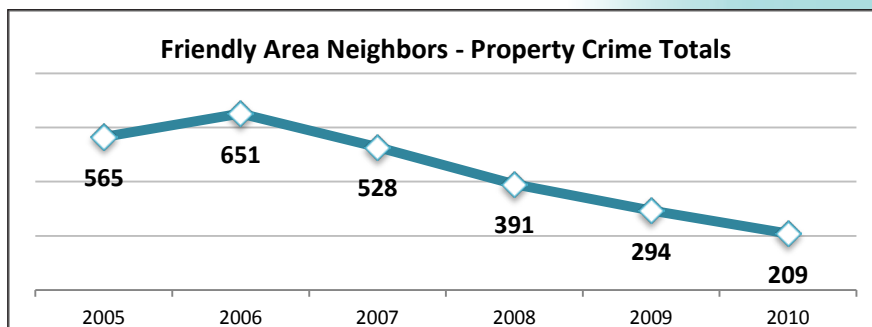
## Personal Crime

Personal crimes include criminal offenses in which the victim is present and the act is violent, threatening, or has the potential of being physically harmful; examples include homicide, robbery, kidnapping, assault, rape, and other sex offenses.



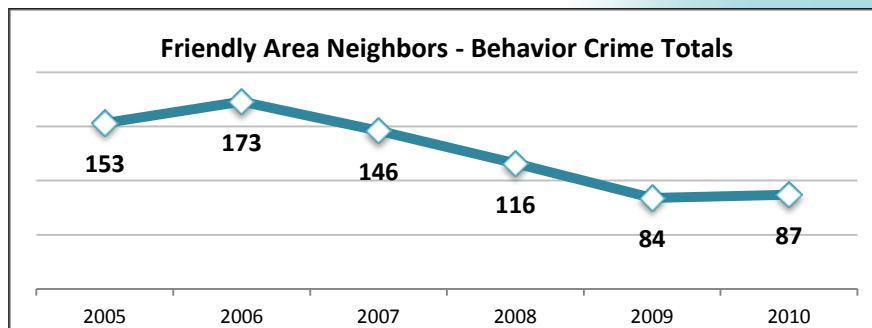
## Property Crime

Property crimes include offenses which involve property destruction or taking something of value by theft or deception; examples include burglary, vehicle theft, other thefts, forgery and fraud, arson, and vandalism.



## Behavioral Crime

Behavioral crimes include criminal offenses that violate laws relating to personal conduct, responsibility, and public order; these include prostitution, drug and alcohol offenses, weapons offenses, and disorderly conduct.



Data source: City of Eugene Police Department

What might explain differences in safety across neighborhoods in Eugene? How might age, gender, race, ethnicity, or income levels influence perceptions of safety? How can we effectively address issues of crime and safety in our neighborhoods?

Please note:

Neighborhood boundaries do not align with census boundaries. The best effort was made to designate census blocks and block groups to neighborhoods. There may be areas where census geographies overlap multiple neighborhoods, or are duplicated to ensure the best representation of that neighborhood.

Data from Neighborhood Analysis 2000 may not be directly comparable to the 2011 Neighborhood Analysis, due to census geography changes. For more detailed information, please see the Appendix at [www.eugene-or.gov/neighborhoods](http://www.eugene-or.gov/neighborhoods) or call Lorna Flormoe at 541-682-5670 for access to the Appendix.